

Business Information Systems Coursework

1) mission statement

The mission is to sell books, as they are available in many different categories of books, i.e. Computers, Business, etc. It is run in a small bookstore. Our staff is trained to satisfaction all the customers, and answers their questions. People can order any books from their home by using the Internet.

2) between 3 and 6 objectives

Short – term Objectives

Long – term objectives

5% increase

To become a well known

Expand the business

3) One or two strategies and/or tactics.

Buy any four books and get one free (buy one, get one free)

<i>Wages</i>	<i>Totals</i>
<i>Property</i>	
<i>Machinery</i>	
<i>Lighting and Heating</i>	
£100 per qtr month	£400
<i>Advertising and Marketing</i>	
Telephone Bill £75	£300
<i>Total</i>	